

## PATENTS



## UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 09/465,730

Examiner: Nguyen, Cuong H.

Filed: May 17, 2000

Art Unit: 3661

Inventor: Hunter, et al.

Atty Ref.: 0103637-0533877

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE  
ELECTRONIC BILLBOARD DISPLAYS TO CARRY  
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE PURCHASED  
THROUGH A UNIVERSAL AUTOMATED ORDER PROCESSING  
SYSTEM**

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**AMENDMENT AND RESPONSE**

Mail Stop Petition  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on 02/28/2005, please amend the above-referenced application as follows:

**Amendments to the claims** begin on page 2 of this paper.

**Remarks** begin on page 8 of this paper.